

**ASSEMBLY BILL**

**No. 2504**

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**Introduced by Assembly Member DeSaulnier  
(Principal coauthor: Assembly Member Wolk)**

February 21, 2008

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An act to add Chapter 9 (commencing with Section 29790) to Division 19.5 of the Public Resources Code, relating to the Sacramento-San Joaquin Delta.

LEGISLATIVE COUNSEL'S DIGEST

AB 2504, as introduced, DeSaulnier. Sacramento-San Joaquin Delta: tourism and marketing plan.

The Johnston-Baker-Andal-Boatwright Delta Protection Act of 1992 creates the Delta Protection Commission and requires the commission to prepare and adopt a comprehensive long-term resource management plan for specified lands within the Sacramento-San Joaquin Delta.

This bill would require the commission to develop and adopt a tourism and marketing plan for the delta that would promote, among other things, agriculture and ecotourism opportunities, recreational opportunities, educational outreach strategies, economic development opportunities, and cultural and historical activities.

The bill would require the commission to establish a technical advisory committee to review the plan and a stakeholder advisory committee representing various groups concerned with environmental, ecological, and recreational aspects of the delta. The commission would develop and adopt the plan upon receipt of sufficient funds to finance the full costs of developing and adopting the plan.

Vote: majority. Appropriation: no. Fiscal committee: yes.  
State-mandated local program: no.

*The people of the State of California do enact as follows:*

SECTION 1. Chapter 9 (commencing with Section 29790) is added to Division 19.5 of the Public Resources Code, to read:

CHAPTER 9. TOURISM AND MARKETING PLAN

29790. The Legislature finds and declares all of the following:

(a) The California Delta is a natural resource of statewide, national, and international significance, containing irreplaceable resources.

(b) The California Delta is of great ecological significance, with its two most prominent waterways, the Sacramento and the San Joaquin Rivers, carrying fresh water from the Sierra Nevada range and the central valley to the San Francisco Bay.

(c) The California Delta is a key part of the Pacific Flyway, and its rich ecosystem serves as home to thousands of unique birds, fish, animals, and plants, and is enjoyed by outdoor enthusiasts, water-sport fans, hunters, fishermen, and naturalists.

(d) The California Delta is a complicated and fragile system that needs to be appreciated and protected for future generations of Californians.

(e) It is the policy of the state, through the Delta Protection Act, to recognize, preserve, protect, and enhance those resources for the use and enjoyment of present and future generations.

(f) There are 22 public recreation areas in the California Delta region, with fishing, park day use facilities, campgrounds, trails, and boating access that support numerous recreational activities, including, but not limited to, boating, hunting, water skiing, jet skiing, windsurfing, sailing, fishing, relaxing, hiking, jogging, horseback riding, swimming, picnicking, and cycling.

(g) The Delta Protection Commission's Land Use and Resources Management Plan and its 2006–2011 strategic plan recognizes the importance of promoting delta awareness and identity, in order to effectively protect, preserve, and enhance the unique cultural and natural resources of the delta region.

(h) There is a need to promote awareness of the delta through agriculture, ecological, and recreational tourism and educational events.

1 29792. For the purposes of this chapter, the following  
2 definitions apply:

3 (a) “Commission” means the Delta Protection Commission  
4 established pursuant to Section 29735.

5 (b) “Delta” means the Sacramento-San Joaquin Delta, as  
6 described in Section 12220 of the Water Code.

7 (c) “Plan” means tourism and marketing plan developed pursuant  
8 to Section 29794.

9 29794. (a) In accordance with the requirements of subdivision  
10 (c), the commission shall develop and adopt a tourism and  
11 marketing plan for the delta.

12 (b) The plan shall do all of the following:

13 (1) Promote a sustainable and adaptable delta.

14 (2) Promote agriculture and ecotourism opportunities.

15 (3) Promote recreational opportunities.

16 (4) Develop educational outreach strategies.

17 (5) Promote economic development opportunities that preserve,  
18 protect, and enhance delta resources and recognize and promote  
19 the historical and cultural legacy of the people, towns, and  
20 communities of the delta.

21 (6) Develop marketing tools, including, but not limited to,  
22 signage, logos, festivals, and other branding tools.

23 (7) Develop cultural and historical appreciation through  
24 museums, monuments, history advocacy, recognition of diverse  
25 culture, and legacy towns.

26 (c) The commission shall establish a technical advisory  
27 committee that shall review the plan. The committee shall include  
28 members and staff of appropriate regional government associations,  
29 local jurisdictions, and districts. The committee may make  
30 recommendations to the commission on the plan. The executive  
31 director of the commission shall convene the meetings of the  
32 committee.

33 (d) (1) The commission shall establish a stakeholder advisory  
34 committee representing groups concerned with environmental and  
35 ecological protection of the delta, groups representing agricultural,  
36 private, and business uses of the delta’s land and water, and groups  
37 representing bicycling, walking, boating, horseback riding, and  
38 other relevant recreational activities.

39 (2) The stakeholder advisory committee shall advise the  
40 commission on the plan’s impacts on and uses for constituencies

1 of committee members. The committee may make  
2 recommendations to the commission on the plan. The executive  
3 director of the commission shall convene the meetings of the  
4 stakeholder advisory committee.

5 (e) For purposes of development and implementation of the  
6 plan, the California Travel and Tourism Commission shall consult  
7 with the commission.

8 (f) The commission may develop and adopt the plan and the  
9 implementation program upon receipt of sufficient funds to finance  
10 the full costs of developing and adopting the plan.